RJ Reynolds Tobacco Company

M. A. BELNIAK
Key Account Manager
227-A South Street
Hopkinton, MA 01748
Phone: 508 435 8613
Fax: 508 435 8591
Voice Mail: 1-800-757-8255
ext. 67719

SENT VIA E-MAIL

October 17, 1997

To: Boston ROU 1110
New York Metro ROU 1210
Philadelphia ROU 1310
Buffalo ROU 1610
Richmond ROU 2910
For Dissemination to all Sales/Retail Representatives with Xtra Mart Locations
CID # 1403 00 00

RE: NEW! XTRA MART CONTRACTUAL AGREEMENT / IMPLEMENTATION
TO INCLUDE PERMANENT SAVINGS DISPLAY ~ EFFECTIVE 10/1/97

Ladies and Gentlemen:

Mr. Frank Feeney, Vice President of Purchasing for Xtra Mart Convenience Stores (CID # 1403 00 00) has authorized the placement of RJR's Level 2 Self Service (or) Non Self Service Permanent Counter Display Program in **ALL LOCATIONS** ***(EXCLUDING KIOSK LOCATIONS)***.

Please find below pertinent details regarding the implementation of this program:

Full Price Displays

- Two (2) Displays required
- Thirty-two (32) total Full Price facings
- Only 5-pack deep trays are authorized
- Placement / Replacement with APD Displays recommended

- Two (2) Displays (32 Facings) are required in all Self Service and Non-Self-Service locations. In NSS situations, back bar and/or security shield displays are authorized to be in parity with competitive display placements.

Sales		Retail	
1221		1222	21
1222	8	1223	
1223		1226	
1224		1229	
1225		ROM	JG
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

51847 2601

Source: https://www.industrydocuments.ucsf.edu/docs/jnxy0000

Self-Serve

Location of Full Price Displays

- Attached Xtra Mart plan-o-gram signed by Mr. Frank Feeney. (Self-Service locations).
- One (1) Display in front of the primary use register and the second in front of a secondary register or Lottery Machine.
- In the event no secondary register or Lottery Machine is present, then the RJR secondary display will be placed next to / adjacent to the display in front of the primary register.

NEW→ **Savings Display**

- One (1) Display required
- Eight (8) total Savings (Doral) facings
- Only 5-pack deep trays are authorized

Location of RJR Savings Display

- At Parity with competitive Savings Displays
- Due to the numerous store configurations that exist, please work with store management to secure an impactful NSS display position

Permanent Advertising

- RJR is authorized to maintain one (1) Permanent Advertising Piece in each location in which RJR contracts are placed.
- Authorized Permanent Advertising attached *(Note: Availability of certain selected items is limited.)*
- Additional PDI can only be placed with store manager's approval (i.e., ashtrays, thermometers, etc...)

SIS Reporting

- When the components of this Retail Partners Contract are put into place in each location, please complete the attached survey form and return to my attention. I will ensure SIS merchandising and accrual contracts are updated.

Additional Information

- Frank Feeney has sent to all locations an Xtra Mart Inter-company memo 128 (attached) notifying all locations of authorized display and facings requirements, in addition to cigarette manufacturers' order of priority in the event space restrictions exist.
  *** Please reference this memo with store management prior to installation.**

Source: https://www.industrydocuments.ucsf.edu/docs/jnxy0000

Miscellaneous Information

- Your assistance in ordering / obtaining available / necessary Displays and Permanent Advertising via your ROU is preferred. If this is not feasible, notify me via Voice Mail (#67719) and I will facilitate shipment of necessary materials directly to the location.
- This new agreement applies to all Xtra Mart locations *(excluding kiosks)*.
- In the event the components of this program cannot / or will not be placed by Xtra Mart store management, for whatever reasons, please avoid conflict and note reasons/circumstances and I will review on an individual basis with Mr. Feeney.

Please complete the attached survey for **all** Xtra Mart locations.
Return Prior to November 28, 1997

Thank you for your consideration with this new Xtra Mart contractual agreement and if you have any questions, please call.

Sincerely,
Mike
M. A. Belniak

MAB/nsk

Attachments

Source: https://www.industrydocuments.ucsf.edu/docs/jnxy0000

XTRA MART
CID # 1403 00 00

Store #_____ **Date:**_____

Address: _____

City/State: _____ _____

SIS #: _____

RJR Rep: _____ **VM #:**_____

Above listed Xtra Mart location is ***(Select One)***

☐ **Self Service** ☐ **NSS** ☐ **Kiosk ***

*** Kiosk Locations are excluded from program.**

All Components of RJR's Contractual Agreement are in Place

☐ **YES** ☐ **NO**

(2) Two Full Price Displays 32 Facings)

(1) One Savings Display (8 Facings)

(1) One Permanent Advertising Piece

If all components of RJR's Contractual Agreement are NOT in place, please explain...

_____

_____

_____

_____

_____

TO BE RETURNED PRIOR TO 11/28/97

VIA: MAIL, E-MAIL, OR FAX (508 435 8591)

TO MIKE BELNIAK, KAM

BOSTON CHAIN DIVISION 1140

51847 2604

Source: https://www.industrydocuments.ucsf.edu/docs/jnxy0000